**Competitor analysis template**

# Competitor profile

*[Complete this profile for each of your main competitors. You should draw on any data sources that you can access, such as surveys you may have conducted or have access to, industry data or other reputable sources of information. You may not be able to complete the full template because you do not have the necessary data. If you are sharing this data with others, be prepared to be able to justify the assumptions you make. You should aim to adopt an evidence-based approach. Include sources where necessary]*

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|  | **Competitor** |
| **Competitor summary profile** | |
| **Name of competitor** |  |
| **Web address (URL)** |  |
| **Social media accounts (Facebook, LinkedIn, Twitter)** *Include number of followers, fans etc* |  |
| **Location**  *Include main location and other locations (if relevant)* |  |
| **Company background**  *History, ownership, key figures etc* |  |
| **Financial information**  *Extracts from company registration filings, other sources* |  |
| **Employment (numbers)** *Estimate or actual* |  |
| **Markets**  *Identify geographical, sectoral markets* |  |
| **Market share**  *Actual or estimate* |  |
| **Customers**  *Type, names (e.g. businesses, organisations etc)* |  |
| **Pricing, terms of business and distribution** | |
| **Price per product or service** |  |
| **Refund policy (if applicable)** |  |
| **Discounts or offers (if applicable)** |  |
| **Terms and conditions (if applicable)** |  |
| **Distribution (if relevant)** *Wholesale, retail, online, sales representatives* |  |
| **Marketing and communications** | |
| **Tagline**  *Check website or social media accounts* |  |
| **Key messages**  *Check website or social media accounts* |  |
| **Advertising and promotions** *List PR, events, advertising, social media and other forms of promotion* |  |
| **Strengths and weaknesses** | |
| **Strengths**  *List main strengths* |  |
| **Weaknesses**  *List main weaknesses* |  |

# Competitor analysis

*[Use this template to analyse your business against that of a competitor. Firstly, you need to identify what a customer would regard as the Critical Success Factors (CSFs) for businesses that offer your type of product or service. Complete that information in the top part of the template. On the bottom part, you should rate your business against the competitor on each of the CSFs. Use a scoring mechanism (for instance, a scale of 1-10) to compare how you rate against the competitor]*

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| --- | --- | --- | --- | --- | --- |
| **Competitor analysis for** *[insert competitor name here]* | | | | | |
| **Product/service:** | | **Critical Success Factors (CSF):**  *What are the CSFs that are important from a customer perspective for the product/service?*  1.  2.  3.  4.  5. | | | |
| *[Compare yourself and your competitor across the critical success factors]* | | | | | |
| **Critical Success**  **Factors** | **My business** | | **Competitor’s business** *[insert name here]* | | |
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